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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

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1939 - 1940

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DOMINION BUREAU OF STATISTICS  
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

City Trends in Retail Trade, 1939 - 1940

This preliminary report for the Census of Merchandising and Service Establishments is based on returns secured from a sample number of retail firms consisting of 5,356 independent stores located in the 15 largest cities of Canada and giving representation to 22 different kinds of retail business. The report gives a comparison of the sales figures reported for 1939 and 1940 and is designed to give some indication of the variation in trend between the two years for the selected trades in the various cities included in the survey. No attempt is made to extend the figures in the sample in order to present estimated totals for each kind of business or for each city as a whole. In a considerable number of instances figures for individual trades are not published, either because the sample number of firms is too small to be representative or in order to avoid disclosing the experience of individual firms.

The 5,356 independent stores included in the sample had total sales of \$650,149,400 in 1940, up 13 per cent over the \$574,624,100 reported by the same stores in 1939. This increase represents the average gain as recorded in the aggregate figures of the stores included in the sample and may differ from the result which would be obtained if each kind of business and each city were given its proper weight in the calculations. Aggregate figures for all cities reveal increases for each of the 22 lines of business included in the sample, gains for stores specializing in durable or luxury goods exceeding by a considerable margin the increase for other trades. Furniture stores and radio and music stores each averaged 24 per cent higher dollar sales in 1940 than in 1939. Jewellery store sales were up 23 per cent and the increase for stores specializing in household appliances was only slightly less at 22 per cent. Sales of a sample number of 108 retail firms dealing in lumber and building materials averaged 32 per cent higher in 1940 than in 1939. But since a considerable portion of this business represents sales to contractors and speculator builders the increase in this instance is not comparable with those recorded for the more definitely retail trades. Increases for all other lines of business included in the survey were below 20 per cent.

In view of the restricted nature of the sample, detailed comparisons between individual cities are not possible. Nevertheless, some fairly definite observations may be drawn from the figures. The marked increase in retail trade in Halifax stands out prominently, 1940 sales for 159 independent stores in that city averaging 34 per cent higher than the amount reported for the same 159 stores in 1939. All trades in Halifax reported increases over 1939 and most of these gains exceeded by a wide margin the average increase for the respective trades as a whole as reflected in the combined results for the 15 cities. Jewellery store sales in Halifax were up 71 per cent and men's and boys' clothing store sales were up 63 per cent, the marked increase for the latter category representing to a considerable degree the purchases of clothing by officers and men of the armed forces.

Windsor, Hamilton and Ottawa follow in that order in point of view of percentage increases in 1940 over 1939 as indicated by the aggregate figures for all stores reporting in each city. The Windsor totals are heavily weighted by the results for motor vehicle dealers whose sales averaged 60 per cent higher in 1940 than in 1939. Aggregate figures for all firms reporting in Windsor were up 33 per cent; 274 stores in Hamilton reported an average gain of 19 per cent, while sales of 292 stores in Ottawa were up 18 per cent. Increases for aggregate figures in Regina and Saint John were similar at 17 per cent while gains ranging from 8 per cent to 15 per cent were recorded in other centres.



Results by trades are shown in the attached tables for each of the 15 cities. It should be pointed out once more that these figures do not represent the total business transacted. They represent the sales of a restricted number of independent stores for which comparable sales figures are available. Bulletins will be published later on based on a large sample of independent stores and all chain stores and presenting estimated total sales figures for 1939, by provinces and for stores classified broadly according to kind of business within each province.

Comparison of Sales of a Sample Number of Independent Stores  
for Selected Kinds of Business in the Larger Cities, 1939 and 1940

	Total number of stores reporting	Number reporting an increase	Sales of stores in sample (in 00's of dollars)		
			1939	1940	Per cent increase
Total, 15 cities .....	5,356	3,928	\$ 574,624,1	\$ 650,149,4	+ 13.1
Candy and confectionery stores .	192	140	2,575,2	2,889,0	+ 12.2
Fruit and vegetable stores .....	109	56	3,036,3	3,141,5	+ 3.5
Grocery and combination stores .	1,260	834	43,095,4	45,337,0	+ 5.2
Meat markets .....	351	226	13,102,9	13,939,4	+ 6.4
Department stores .....	46	44	251,134,6	281,768,4	+ 12.2
Motor vehicle dealers .....	212	164	107,356,4	126,278,2	+ 17.6
Filling stations .....	168	105	5,078,4	5,270,7	+ 3.8
Garages .....	129	90	4,490,2	4,734,1	+ 5.4
Men's and boys' clothing and furnishings stores .....	334	245	14,137,7	15,805,4	+ 11.8
Family clothing stores .....	115	97	7,350,5	8,657,9	+ 17.8
Women's apparel and accessories stores .....	408	298	16,971,5	19,076,8	+ 12.4
Shoe stores .....	183	124	7,401,1	7,977,6	+ 7.8
Hardware stores .....	200	171	7,965,6	9,025,0	+ 13.3
Lumber and building material dealers .....	108	97	14,707,1	19,438,4	+ 32.2
Furniture stores .....	101	89	9,328,7	11,596,8	+ 24.3
Household appliance stores .....	30	26	2,164,4	2,638,7	+ 21.9
Radio and music stores .....	90	74	4,837,4	6,019,0	+ 24.4
Restaurants, cafeterias, etc. .	348	265	11,701,9	12,932,8	+ 10.5
Coal and wood yards .....	250	165	26,262,9	29,051,1	+ 10.6
Drug stores .....	490	427	14,684,1	15,938,7	+ 8.5
Jewellery stores .....	104	93	3,849,6	4,734,3	+ 23.0
Tobacco stores and stands .....	128	98	3,392,2	3,898,6	+ 14.9



Comparison of Sales of a Sample Number of Independent Stores

for Selected Kinds of Business in the Larger Cities, 1939 and 1940

	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent Increase
<u>Vancouver, B.C.</u>			\$	\$	
Candy and confectionery stores .	20	16	264,1	292,5	+ 10.7
Grocery and combination stores .	52	28	1,748,6	1,835,4	+ 5.0
Meat markets .....	33	25	1,238,1	1,330,2	+ 7.4
Department stores .....	3	3	24,676,2	27,042,0	+ 9.6
Motor vehicle dealers .....	22	18	11,213,9	12,901,0	+ 15.0
Garages .....	20	17	540,5	562,6	+ 4.1
Men's and boys' clothing and furnishings .....	26	18	1,374,7	1,444,6	+ 5.0
Family clothing stores .....	8	6	205,8	223,8	+ 8.7
Women's apparel and accessories stores .....	39	26	2,280,3	2,488,2	+ 9.1
Shoe stores .....	12	10	874,4	956,6	+ 9.4
Hardware stores .....	16	15	318,3	347,3	+ 9.1
Furniture stores .....	10	8	299,5	353,6	+ 18.1
Radio and music stores .....	11	11	513,7	629,9	+ 22.6
Restaurants, cafeterias, etc. .	52	31	1,844,3	1,985,2	+ 5.4
Drug stores .....	21	20	517,7	572,8	+ 10.6
Jewellery stores .....	6	4	192,7	215,3	+ 11.7
Tobacco stores and stands .....	8	7	256,8	298,6	+ 16.3
<u>Calgary, Alberta</u>			\$	\$	
Candy and confectionery stores .	18	11	223,4	240,9	+ 7.8
Grocery and combination stores .	32	21	847,0	891,1	+ 5.2
Meat markets .....	20	13	441,6	449,5	+ 1.8
Motor vehicle dealers .....	9	6	5,989,1	6,633,8	+ 10.8
Garages .....	9	6	226,1	241,4	+ 6.8
Men's and boys' clothing and furnishings .....	14	10	643,4	679,5	+ 5.6
Family clothing stores .....	3	3	212,7	242,0	+ 13.8
Women's apparel and accessories stores .....	19	16	812,0	913,5	+ 12.5
Shoe stores .....	8	4	469,4	494,9	+ 5.4
Hardware stores .....	7	6	187,2	215,5	+ 15.1
Furniture stores .....	7	5	963,7	1,045,0	+ 7.9
Radio and music stores .....	4	3	70,1	74,3	+ 6.0
Restaurants, cafeterias, etc. .	21	19	886,0	997,0	+ 12.5
Drug stores .....	19	18	392,6	430,6	+ 9.7
Jewellery stores .....	4	4	72,4	89,9	+ 24.2
Tobacco stores and stands .....	7	5	142,2	150,5	+ 5.8
<u>Edmonton, Alberta</u>			\$	\$	
Candy and confectionery stores .	13	12	171,3	185,5	+ 8.3
Grocery and combination stores .	39	21	1,300,9	1,341,2	+ 3.1
Meat markets .....	12	5	262,3	255,6	- 2.6
Department stores .....	4	4	8,669,5	9,417,0	+ 8.6
Motor vehicle dealers .....	9	7	4,294,1	4,609,0	+ 7.3
Garages .....	8	7	398,9	428,9	+ 7.5
Men's and boys' clothing and furnishings .....	10	6	466,8	476,6	+ 2.1
Family clothing stores .....	3	3	108,3	121,2	+ 11.9
Women's apparel and accessories stores .....	5	5	576,6	634,7	+ 10.1



	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent Increase
<u>Edmonton, Alberta-(Cont.)</u>			\$	\$	
Hardware stores .....	13	10	462,8	497,9	+ 7.6
Furniture stores .....	3	3	473,7	587,4	+ 24.0
Restaurants, cafeterias, etc. .	15	7	511,6	517,8	+ 1.2
Drug stores .....	18	15	400,2	431,2	+ 7.7
Jewellery stores .....	5	5	210,8	240,9	+ 14.3
Tobacco stores and stands .....	4	1	76,9	77,7	+ 1.0
<u>Regina, Saskatchewan</u>					
Candy and confectionery stores .	9	9	119,1	137,9	+ 15.8
Grocery and combination stores .	26	14	1,073,1	1,101,3	+ 2.6
Meat markets .....	6	4	135,6	139,1	+ 2.6
Motor vehicle dealers .....	7	6	4,376,4	5,414,9	+ 23.7
Men's and boys' clothing and furnishings stores .....	11	6	698,2	696,8	- 0.2
Women's apparel and accessories stores .....	11	8	431,8	467,0	+ 8.2
Shoe stores .....	4	2	162,3	169,3	+ 4.3
Hardware stores .....	4	4	108,8	134,3	+ 23.4
Restaurants, cafeterias, etc. .	14	11	363,8	405,5	+ 11.5
Drug stores .....	14	14	366,1	417,8	+ 14.1
Jewellery stores .....	4	4	155,9	126,2	+ 8.9
<u>Saskatoon, Saskatchewan</u>					
Candy and confectionery stores .	6	5	62,5	67,9	+ 8.6
Grocery and combination stores .	22	9	487,2	487,1	- 0.0
Meat markets .....	4	0	119,8	112,9	- 5.8
Motor vehicle dealers .....	7	6	3,079,3	3,741,8	+ 21.5
Men's and boys' clothing and furnishings stores .....	9	7	389,9	416,5	+ 6.8
Family clothing stores .....	3	2	236,3	276,9	+ 17.2
Women's apparel and accessories stores .....	4	3	88,9	91,8	+ 3.3
Shoe stores .....	4	4	100,8	105,2	+ 4.4
Hardware stores .....	5	5	287,8	347,3	+ 20.7
Radio and music stores .....	4	3	76,6	83,2	+ 8.6
Restaurants, cafeterias, etc. .	14	12	287,2	311,7	+ 8.5
Drug stores .....	13	13	265,5	306,7	+ 15.5
Jewellery stores .....	5	5	67,3	93,4	+ 38.8
<u>Winnipeg, Manitoba</u>					
Candy and confectionery stores .	26	15	317,5	331,2	+ 4.3
Grocery and combination stores .	68	40	1,792,3	1,847,5	+ 3.1
Meat markets .....	21	9	501,7	486,9	- 2.9
Motor vehicle dealers .....	18	13	5,230,7	6,124,1	+ 17.1
Garages .....	16	9	632,0	665,2	+ 5.3
Men's and boys' clothing and furnishings stores .....	29	19	799,1	867,2	+ 8.5
Family clothing stores .....	11	10	524,1	588,4	+ 12.3
Women's apparel and accessories stores .....	37	23	1,358,9	1,367,3	+ 0.6
Shoe stores .....	15	11	858,0	906,3	+ 5.6
Hardware stores .....	8	8	1,239,4	1,420,2	+ 14.6
Furniture stores .....	5	5	315,2	370,8	+ 17.6



	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent increase
<u>Winnipeg, Manitoba-(cont.)</u>					
Radio and music stores .....	9	7	387.3	542.1	+ 40.0
Restaurants, cafeterias, etc. ..	42	32	1,081.3	1,177.2	+ 8.9
Drug stores .....	44	40	1,395.2	1,531.7	+ 9.8
Jewellery stores .....	8	5	415.5	510.0	+ 22.7
Tobacco stores and stands .....	4	3	60.6	66.2	+ 9.2
<u>Toronto, Ontario</u>					
Candy and confectionery stores .	10	6	115.1	120.1	+ 4.3
Grocery and combination stores .	176	110	5,078.6	5,235.3	+ 3.1
Meat markets .....	90	57	2,675.7	2,771.0	+ 3.6
Motor vehicle dealers .....	44	36	24,693.9	29,620.6	+ 20.0
Garages .....	13	5	363.1	356.2	- 1.9
Men's and boys' clothing and furnishings stores .....	45	28	2,070.6	2,252.7	+ 8.8
Family clothing stores .....	16	12	547.1	640.3	+ 17.0
Women's apparel and accessories stores .....	69	48	2,982.9	3,358.0	+ 12.6
Shoe stores .....	26	18	1,233.4	1,247.2	+ 1.1
Hardware stores .....	35	31	756.8	814.1	+ 7.6
Furniture stores .....	10	10	716.2	917.6	+ 28.1
Radio and music stores .....	15	13	841.0	1,098.0	+ 30.6
Restaurants, cafeterias, etc. ..	51	35	1,950.4	2,079.9	+ 6.6
Drug stores .....	117	101	3,419.0	3,619.5	+ 5.9
Jewellery stores .....	9	9	526.4	639.2	+ 21.4
Tobacco stores and stands .....	30	23	725.0	815.3	+ 12.5
<u>Hamilton, Ontario</u>					
Grocery and combination stores .	57	45	1,409.0	1,510.5	+ 7.2
Meat markets .....	21	16	779.4	855.9	+ 9.8
Motor vehicle dealers .....	12	11	4,749.6	6,002.8	+ 26.4
Garages .....	6	6	153.1	181.7	+ 18.7
Men's and boys' clothing and furnishings stores .....	20	19	592.4	671.1	+ 13.3
Women's apparel and accessories stores .....	22	16	939.0	1,092.9	+ 16.4
Shoe stores .....	8	6	310.3	320.3	+ 3.2
Hardware stores .....	7	6	251.2	274.6	+ 9.3
Furniture stores .....	12	12	881.2	1,200.5	+ 36.2
Radio and music stores .....	7	5	414.0	608.3	+ 46.9
Restaurants, cafeterias, etc. ..	8	7	257.2	289.0	+ 12.4
Drug stores .....	32	32	1,037.6	1,157.5	+ 11.6
Jewellery stores .....	5	5	273.5	364.5	+ 33.3
Tobacco stores and stands .....	11	10	178.2	207.4	+ 16.4
<u>Ottawa, Ontario</u>					
Candy and confectionery stores .	5	4	38.1	41.9	+ 10.0
Grocery and combination stores .	76	54	3,086.5	3,289.2	+ 6.6
Meat markets .....	16	10	610.3	645.2	+ 5.7
Department stores .....	8	7	8,224.4	9,761.0	+ 18.7
Motor vehicle dealers .....	6	4	3,450.2	4,563.0	+ 32.3
Garages .....	7	7	223.0	279.5	+ 25.3
Men's and boys' clothing and furnishings stores .....	16	12	822.0	929.8	+ 13.1
Family clothing stores .....	5	5	643.8	804.5	+ 25.0



	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 100's of dollars)		
			1939	1940	Per cent increase
Ottawa, Ontario-(Cont.)			\$	\$	
Women's apparel and accessories stores .....	22	18	1,004,9	1,243,0	+ 23.7
Shoe stores .....	14	12	492,0	518,9	+ 5.5
Hardware stores .....	10	10	593,2	787,4	+ 32.7
Furniture stores .....	7	7	638,4	769,5	+ 20.5
Radio and music stores .....	3	2	209,8	257,0	+ 22.5
Restaurants, cafeterias, etc. ..	17	16	840,2	1,013,9	+ 20.7
Drug stores .....	41	33	1,047,6	1,147,0	+ 9.5
Jewellery stores .....	5	5	213,3	269,5	+ 26.3
Tobacco stores and stands .....	6	6	124,7	144,8	+ 16.1
London, Ontario					
Grocery and combination stores .	44	24	1,654,4	1,674,3	+ 1.2
Meat markets .....	13	9	502,2	508,2	+ 1.2
Motor vehicle dealers .....	10	9	4,019,5	4,813,0	+ 19.7
Men's and boys' clothing and furnishings stores .....	10	8	351,2	372,6	+ 6.1
Family clothing stores .....	3	2	361,6	371,4	+ 2.7
Women's apparel and accessories stores .....	16	11	641,2	682,5	+ 6.4
Shoe stores .....	3	2	203,1	212,7	+ 4.7
Hardware stores .....	3	3	179,8	199,4	+ 10.9
Furniture stores .....	3	3	593,2	695,0	+ 17.2
Radio and music stores .....	4	4	181,7	227,1	+ 25.0
Restaurants, cafeterias, etc. ..	10	9	305,5	349,9	+ 14.5
Drug stores .....	6	5	218,6	228,7	+ 4.6
Jewellery stores .....	6	6	312,8	356,6	+ 14.0
Tobacco stores and stands .....	5	4	93,4	104,0	+ 11.3
Windsor, Ontario					
Grocery and combination stores .	36	22	1,789,3	1,820,9	+ 1.8
Meat markets .....	6	2	88,8	86,3	- 2.8
Motor vehicle dealers .....	7	7	2,947,0	4,704,2	+ 59.6
Men's and boys' clothing and furnishings stores .....	13	12	486,8	647,0	+ 32.9
Family clothing stores .....	9	9	661,9	863,8	+ 30.5
Women's apparel and accessories stores .....	12	9	333,5	409,4	+ 22.8
Shoe stores .....	7	7	665,3	870,6	+ 30.9
Hardware stores .....	7	7	135,0	156,3	+ 15.8
Furniture stores .....	6	6	820,5	1,250,2	+ 52.4
Restaurants, cafeterias, etc. ..	6	5	123,1	144,1	+ 17.1
Drug stores .....	20	20	574,2	645,7	+ 12.5
Jewellery stores .....	8	8	381,8	573,2	+ 50.1
Montreal (Greater Montreal), Que.					
Candy and confectionery stores .	59	37	818,0	860,6	+ 5.2
Grocery and combination stores .	489	325	17,732,9	18,477,3	+ 4.2
Meat markets .....	80	53	4,117,9	4,349,3	+ 5.6
Department stores .....	7	7	39,954,6	43,856,1	+ 9.8
Motor vehicle dealers .....	37	22	25,123,0	27,340,0	+ 8.8
Garages .....	36	24	1,545,0	1,582,7	+ 2.4
Men's and boys' clothing and furnishings stores .....	95	68	4,245,8	4,622,2	+ 8.9



	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent increase
<u>Montreal (Greater Montreal) -Cont.</u>					
Family clothing stores .....	22	16	635,2	705,3	+ 11.0
Women's apparel and accessories stores .....	122	88	4,412,6	4,918,5	+ 11.5
Shoe stores .....	61	30	1,374,2	1,407,8	+ 2.4
Hardware stores .....	71	53	2,412,7	2,657,4	+ 10.1
Furniture stores .....	25	18	2,583,3	3,002,0	+ 16.2
Radio and music stores .....	23	18	1,799,8	2,086,4	+ 15.9
Restaurants, cafeterias, etc. ..	74	60	2,285,2	2,489,9	+ 9.0
Drug stores .....	105	82	3,671,8	3,870,6	+ 5.4
Jewellery stores .....	26	22	831,7	917,6	+ 10.3
Tobacco stores and stands .....	30	20	672,3	736,2	+ 9.5
<u>Quebec, Quebec</u>					
Grocery and combination stores .	63	47	2,254,7	2,460,8	+ 9.1
Meat markets .....	18	12	1,326,3	1,572,2	+ 18.5
Motor vehicle dealers .....	9	6	4,565,6	5,213,3	+ 14.2
Men's and boys' clothing and furnishings stores .....	10	7	269,6	307,8	+ 14.2
Family clothing stores .....	13	11	2,063,6	2,377,8	+ 15.2
Women's apparel and accessories stores .....	11	9	428,7	506,5	+ 18.1
Hardware stores .....	9	8	594,8	649,6	+ 9.2
Furniture stores .....	3	3	155,8	202,1	+ 29.7
Restaurants, cafeterias, etc. ..	9	8	292,3	329,2	+ 12.6
Drug stores .....	14	11	464,6	524,0	+ 12.8
Jewellery stores .....	5	3	62,7	67,5	+ 7.7
Tobacco stores and stands .....	5	5	300,3	335,6	+ 11.8
<u>Saint John, New Brunswick</u>					
Candy and confectionery stores .	7	7	143,0	190,3	+ 33.1
Grocery and combination stores .	47	41	1,577,8	1,796,3	+ 13.8
Meat markets .....	6	6	109,7	128,9	+ 17.5
Motor vehicle dealers .....	6	4	1,320,5	1,487,5	+ 12.6
Men's and boys' clothing and furnishings stores .....	9	8	190,9	222,4	+ 16.5
Family clothing stores .....	13	12	632,3	762,9	+ 20.7
Women's apparel and accessories stores .....	10	9	264,1	338,7	+ 28.2
Shoe stores .....	4	4	174,8	187,8	+ 7.4
Hardware stores .....	3	3	307,6	360,0	+ 17.0
Furniture stores .....	4	4	409,3	547,3	+ 33.7
Restaurants, cafeterias, etc. ..	6	4	215,0	265,1	+ 23.3
Drug stores .....	16	14	661,0	730,5	+ 10.5
Jewellery stores .....	4	4	64,4	85,2	+ 32.3
Tobacco stores and stands .....	9	6	264,8	297,0	+ 12.2
<u>Halifax, Nova Scotia</u>					
Candy and confectionery stores .	12	12	221,9	332,9	+ 50.0
Grocery and combination stores .	33	33	1,263,1	1,568,8	+ 24.2
Meat markets .....	5	5	193,5	248,2	+ 28.3
Motor vehicle dealers .....	9	9	2,303,6	3,109,2	+ 35.0
Garages .....	4	3	72,2	77,2	+ 6.9



	Total number of stores reporting	Number reporting an increase	Sales of Stores in Sample (in 00's of dollars)		
			1939	1940	Per cent increase
<u>Halifax, Nova Scotia-(Cont.)</u>			\$	\$	
Men's and boys' clothing and furnishings stores .....	17	17	736,3	1,198,6	+ 62.8
Family clothing stores .....	4	4	198,6	247,0	+ 24.4
Women's apparel and accessories stores .....	9	9	416,1	564,8	+ 35.7
Shoe stores .....	11	11	345,7	441,4	+ 27.7
Furniture stores .....	3	3	273,5	423,5	+ 54.8
Radio and music stores .....	4	4	164,3	208,7	+ 27.0
Restaurants, cafeterias, etc. . .	9	9	418,8	577,4	+ 37.9
Drug stores .....	10	9	252,4	324,4	+ 28.5
Jewellery stores .....	4	4	108,4	185,3	+ 70.9
Tobacco stores and stands .....	5	5	444,0	600,7	+ 35.3







E.M 6-84

